

## ORDER



**Orders**  
**Order / Rev:** 706676  
**Alt Order #:** 06278660  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 08/15/12 / 10/25/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	175	\$306,950.00	\$260,907.50
10/29/12	11/04/12	26	\$40,450.00	\$34,382.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	175	\$306,950.00	\$260,907.50	0.00
November 2012	26	\$40,450.00	\$34,382.50	0.00
<b>Totals</b>	<b>201</b>	<b>\$347,400.00</b>	<b>\$295,290.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/23/12	10/26/12	Days of Our Lives	CM	1p-2p	- TWTF - -	:30	8	\$800.00	P-1	0.00	NM	6	\$4,800.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		8			\$800.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	10/22/12-10/28/12		Days of Our Lives		1p-2p	- TWThF - - - -	:30		<del>(\$800.00)</del>		0.00	NM		
		See MG 19.5, 19.6, 19.7, 19.8, 19.9, 19.10, 19.11 [NA/Oversold]													
4	NKYC	10/22/12-10/28/12		Days of Our Lives		1p-2p	- TWThF - - - -	:30		<del>(\$800.00)</del>		0.00	NM		
		See MG 19.5, 19.6, 19.7, 19.8, 19.9, 19.10, 19.11 [NA/Oversold]													
E 2	WKYC	10/23/12	10/26/12	M-F 10-11a	CM	10a-11a	- TW - - - -	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TW - - - -		2			\$250.00			0.00			
E 3	WKYC	10/23/12	10/26/12	Tonight Show	CM	1135p-1237a	- TWTF - -	:30	7	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -		7			\$2,000.00			0.00			





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 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																
E 14	WKYC	10/23/12	10/26/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	7	\$3,200.00	P-1	0.00	NM	6	\$19,200.00																																
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="9"></td></tr><tr><td>Week:</td><td>10/22/12</td><td>10/28/12</td><td>- TWTF - -</td><td>7</td><td>\$3,200.00</td><td>0.00</td><td colspan="9"></td></tr></table>																	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										Week:	10/22/12	10/28/12	- TWTF - -	7	\$3,200.00	0.00									
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																									
Week:	10/22/12	10/28/12	- TWTF - -	7	\$3,200.00	0.00																																									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>																																		
1	NKYC	10/22/12-10/28/12	M-F 6-630p See MG 14.8, 14.9, 14.10 [NA/Oversold]			6p-630p	- TWThF - - - -	:30		<del>(\$3,200.00)</del>		0.00	NM																																		
2	NKYC	10/22/12-10/28/12	M-F 6-630p See MG 14.8, 14.9, 14.10 [NA/Oversold]			6p-630p	- TWThF - - - -	:30		<del>(\$3,200.00)</del>		0.00	NM																																		
3	NKYC	10/22/12-10/28/12	M-F 6-630p See MG 14.8, 14.9, 14.10 [NA/Oversold]			6p-630p	- TWThF - - - -	:30		<del>(\$3,200.00)</del>		0.00	NM																																		
4	NKYC	10/22/12-10/28/12	M-F 6-630p See MG 14.11 [NA/Oversold]			6p-630p	- TWThF - - - -	:30		<del>(\$3,200.00)</del>		0.00	NM																																		
5	NKYC	10/22/12-10/28/12	M-F 6-630p See MG 14.12, 14.13 [NA/Oversold]			6p-630p	- TWThF - - - -	:30		<del>(\$3,200.00)</del>		0.00	NM																																		
6	NKYC	10/22/12-10/28/12	M-F 6-630p See MG 14.12, 14.13 [NA/Oversold]			6p-630p	- TWThF - - - -	:30		<del>(\$3,200.00)</del>		0.00	NM																																		
7	NKYC	10/22/12-10/28/12	M-F 6-630p See MG 19.5, 19.6, 19.7, 19.8, 19.9, 19.10, 19.11 [NA/Oversold]			6p-630p	- TWThF - - - -	:30		<del>(\$3,200.00)</del>		0.00	NM																																		
8	NKYC	10/25/12-10/27/12	LN (M-Su) Ⓜ MG for 14.3, 14.2, 14.1			11P-1135P	- - - ThFSa - -	:30		\$3,200.00		0.00	NM																																		
9	NKYC	10/25/12-10/27/12	LN (M-Su) Ⓜ MG for 14.3, 14.2, 14.1			11P-1135P	- - - ThFSa - -	:30		\$3,200.00		0.00	NM																																		
10	NKYC	10/25/12-10/27/12	LN (M-Su) Ⓜ MG for 14.3, 14.2, 14.1			11P-1135P	- - - ThFSa - -	:30		\$3,200.00		0.00	NM																																		
11	NKYC	10/28/12-10/28/12	Post NFL News Ⓜ MG for 14.4 10/26			Various	- - - - - Su	:30		\$3,200.00		0.00	NM																																		
12	NKYC	10/27/12-10/28/12	EN (Sa-Su) Ⓜ MG for 14.5, 14.6			6P-7P Sa/Su	(6:00 PM-6:30 PM) - - - - - SaSu	:30		\$3,200.00		0.00	NM																																		
13	NKYC	10/27/12-10/28/12	EN (Sa-Su) Ⓜ MG for 14.5, 14.6			6P-7P Sa/Su	(6:00 PM-6:30 PM) - - - - - SaSu	:30		\$3,200.00		0.00	NM																																		
E 15	WKYC	10/23/12	10/26/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	9	\$1,400.00	P-2	0.00	NM	9	\$12,600.00																																
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="9"></td></tr><tr><td>Week:</td><td>10/22/12</td><td>10/28/12</td><td>- TWTF - -</td><td>9</td><td>\$1,400.00</td><td>0.00</td><td colspan="9"></td></tr></table>																	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>										Week:	10/22/12	10/28/12	- TWTF - -	9	\$1,400.00	0.00									
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																									
Week:	10/22/12	10/28/12	- TWTF - -	9	\$1,400.00	0.00																																									
E 16	WKYC	10/23/12	10/26/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	6	\$6,000.00	P-1	0.00	NM	4	\$36,000.00																																
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																									
Week:	10/22/12	10/28/12	- TWTF - -	6	\$6,000.00	0.00																																									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>																																		
2	NKYC	10/22/12-10/28/12	Nightly News See MG 16.8 [NA/Oversold]			M-Su 6:28p-7p	- TWThF - - - -	:30		<del>(\$6,000.00)</del>		0.00	NM																																		
4	NKYC	10/22/12-10/28/12	Nightly News See MG 16.8 [NA/Oversold]			M-Su 6:28p-7p	- TWThF - - - -	:30		<del>(\$6,000.00)</del>		0.00	NM																																		
7	NKYC	10/22/12-10/28/12	Nightly News See MG 16.8 [NA/Oversold]			M-Su 6:28p-7p	- TWThF - - - -	:30		<del>(\$6,000.00)</del>		0.00	NM																																		
8	NKYC	10/28/12-10/28/12	NFL Regular Season Football Ⓜ MG for 16.4, 16.7, 16.2			NFL Football	- - - - - Su	:30		\$18,000.00		0.00	NM																																		
E 17	WKYC	10/23/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	7	\$3,200.00	P-1	0.00	NM	5	\$16,000.00																																



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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WKYC	10/26/12	10/26/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$5,000.00		0.00				
E 22	WKYC	10/26/12	10/26/12	Fri Prime A Fri Prime A	CM	8-9p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$2,500.00		0.00				
E 25	WKYC	10/27/12	10/28/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	4	\$3,200.00	P-1	0.00	NM	4	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----SS		4			\$3,200.00		0.00				
E 26	WKYC	10/27/12	10/27/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$350.00		0.00				
E 27	WKYC	10/27/12	10/27/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$1,000.00		0.00				
E 28	WKYC	10/27/12	10/27/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		2			\$650.00		0.00				
E 29	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		2			\$1,400.00		0.00				
E 31	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		2			\$1,400.00		0.00				
E 33	WKYC	10/28/12	10/28/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$5,000.00		0.00				
E 35	WKYC	10/28/12	10/28/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$650.00		0.00				
E 36	WKYC	10/28/12	10/28/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$300.00		0.00				
E 38	WKYC	10/28/12	10/28/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	4	\$6,000.00	P-2	0.00	NM	4	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		4			\$6,000.00		0.00				
E 40	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		2			\$2,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	NKYC	10/22/12-10/28/12	SUN TDY		8a-9a	-----Su	:30		<del>(\$350.00)</del>	0.00	NM			
	See MG 40.3														
	3	NKYC	10/22/12-10/28/12	SAT TDY		7a-9a	-----Sa--	:30		\$2,000.00	0.00	NM			
	Ⓜ MG for 40.1 10/28														
E 41	WKYC	10/28/12	10/28/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00

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WKYC

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E 41	WKYC	10/28/12	10/28/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			2		\$1,400.00			0.00			
E 42	WKYC	10/25/12	10/25/12	Thu Prime B Thu Prime B	CM	9-10p	---T---	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---			1		\$4,500.00			0.00			
E 43	WKYC	10/23/12	10/28/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	7	\$3,200.00	P-1	0.00	NM	7	\$22,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTFSS			7		\$3,200.00			0.00			
E 44	WKYC	10/23/12	10/23/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1		\$4,500.00			0.00			
E 45	WKYC	10/23/12	10/23/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1		\$5,000.00			0.00			
E 47	WKYC	10/24/12	10/24/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----			1		\$6,000.00			0.00			
E 48	WKYC	10/29/12	10/29/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$800.00			0.00			
E 49	WKYC	10/29/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$400.00			0.00			
E 50	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$2,000.00			0.00			
E 51	WKYC	10/29/12	10/29/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			2		\$650.00			0.00			
E 52	WKYC	10/29/12	10/29/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$850.00			0.00			
E 54	WKYC	10/29/12	10/29/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$600.00			0.00			
E 55	WKYC	10/29/12	10/29/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$650.00			0.00			
E 56	WKYC	10/29/12	10/29/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1		\$650.00			0.00			
E 57	WKYC	10/29/12	10/29/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706676  
 Alt Order #: 06278660  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 57	WKYC	10/29/12	10/29/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$800.00		0.00			
E 58	WKYC	10/29/12	10/29/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$300.00		0.00			
E 59	WKYC	10/29/12	10/29/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		2				\$900.00		0.00			
E 60	WKYC	10/29/12	10/29/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		2				\$1,400.00		0.00			
E 61	WKYC	10/29/12	10/29/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$3,200.00		0.00			
E 62	WKYC	10/29/12	10/29/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$2,000.00		0.00			
E 63	WKYC	10/29/12	10/29/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$6,000.00		0.00			
E 65	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		4				\$2,000.00		0.00			
E 66	WKYC	10/29/12	10/29/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$3,500.00		0.00			
E 67	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		2				\$800.00		0.00			
E 68	WKYC	10/29/12	10/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$3,200.00		0.00			
N 69	WKYC	10/28/12	10/28/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$650.00		0.00			
N 70	WKYC	10/27/12	10/27/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$800.00		0.00			
Totals													201	\$347,400.00	